

## ATTACHMENT A-1

### 1. NORTHEAST MESA ROUTE 532 EXPRESS

#### PROJECT WORKSCOPE

The contractor shall be responsible for the development, implementation and operation of the following service:

Route 532 Express bus service servicing downtown Phoenix and the Capitol Complex from West Mesa and East Tempe. Service includes three a.m. and three p.m. trips. The route is expected to carry an average of 200 passengers per day.

The project will have a route as follows:

A.M. Westbound: From Recker Road and McKellips Road; South on Recker Road, West on McClellan Road, North on Alta Mesa Drive, West on McKellips; South on College; West on Curry Road; West on Washington; West on Papago/I-10; South on 3rd Street; West on Monroe Street; South on 1st Avenue, West on Washington Street, South on 17th Ave. to State Capitol. The route will begin using the I-10 freeway accessible at Priest Drive when construction is completed to improve travel time.

P.M. Eastbound: From State Capitol at 18th Avenue and Jefferson Street: East on Jefferson, North on 3rd Avenue, East on Adams Street, North on 2nd Street, East on Monroe Street, North on 5th/4th/3rd Street, East on Papago/I-10 Freeway and reverse of westbound routing.

The bus service identified above will be implemented on January 7, 1994 and operate through June 30, 1994. Specific objectives include:

- \* Provision of cost-effective bus service to parts of the east Valley with limited access to express bus service.
- \* Document the impact of specific ridership levels on an incremental basis between January 7, 1994 and June 30, 1994.
- \* Document the impact of measurable reductions in vehicular traffic directly related to utilization of this bus service.
- \* Document the impact of measurable reduction in pollutants directly related to the operation of this bus service.

Required products and associated deadlines are identified in the Work Plan included as Attachment B-1.

## ATTACHMENT A-2

### 2. SCOTTSDALE ROUTE 72 EXTENSION

#### PROJECT WORKSCOPE

The contractor shall be responsible for the development, implementation and operation of the following service:

Provide fixed route bus service extending existing Route 72 from Scottsdale Municipal Airport north to Princess Boulevard; with 30 minute service from 5:00 a.m. to 7:00 p.m. The ridership goal on this extension is 100 per day.

The project will have a route as follows:

#### Northbound

Regular route to Scottsdale Municipal airport; west on Butherus Drive; north on Scottsdale Road and east on Princess Boulevard to the Princess Hotel.

#### Southbound

From the Princess Hotel; west on Princess Boulevard; south on Scottsdale Road; east on Butherus Drive to Scottsdale Municipal Airport and resume regular route.

The extended bus service will be implemented on October 1, 1993 and operate through September 30, 1994. Specific objectives include:

- \* Provision of cost-effective bus service to parts of the north Scottsdale with limited access to public transit.
- \* Document the impact of specific ridership levels on an incremental basis between October 1, 1993 and September 30, 1994.
- \* Document the impact of measurable reductions in vehicular traffic directly related to utilization of this bus service.
- \* Document the impact of measurable reduction in pollutants directly related to the operation of this bus service.

Required products and associated deadlines are identified in the Work Plan included as Attachment B-2.

## ATTACHMENT A-3

### 3. TEMPE ROUTE 56

#### PROJECT WORKSCOPE

The contractor shall be responsible for the development, implementation and operation of the following service:

Provide fixed route bus service servicing to the Hohokam Business Park, Arizona State University, and Tri-City Mall. The route is expected to carry an average of 210 passengers per day.

The route will provide service from Baseline and Rural westbound along Baseline Road to Priest Drive, northbound along Priest Drive with access into the Fountainhead development, continuing northbound on Priest Drive, west on 14th Street to 52nd Street, north on 52nd Street to University, eastbound on University to Dobson, southbound on Dobson to Apache and into Tri-City Mall to connect to Mesa routes. The service will operate on weekdays on an hourly schedule.

The bus service identified above will be implemented on November 15, 1993 and operate through September 30, 1994. Specific objectives include:

- \* Provision of cost-effective bus service to parts of the east Valley with limited access to mass transit.
- \* Document the impact of specific ridership levels on an incremental basis between November 15, 1993 and September 30, 1994.
- \* Document the impact of measurable reductions in vehicular traffic directly related to utilization of this bus service.
- \* Document the impact of measurable reduction in pollutants directly related to the operation of this bus service.

Required products and associated deadlines are identified in the Work Plan included as Attachment B-3.

ATTACHMENT A-4

4. CHANDLER ROUTE 156 EXTENSION

PROJECT WORKSCOPE

The contractor shall be responsible for the development, implementation and operation of the following service:

Route 156 extended bus service to connect local east/west fixed route bus service on Chandler Boulevard with north/south service on Rural Road. The route is expected to carry an average of 120 passengers per day.

The project consist of providing 3.5 miles of local bus service between the western terminus of Route 156 at Dobson and Frye roads in Chandler, to the southern terminus of Route 72 at Rural Road/Chandler Boulevard. This connection would also tie route 4, 81 and 72 to 156. Route 4 serves downtown Chandler via Arizona Avenue and Alma School Road and provides service to Fiesta Mall. Route 81 makes hourly runs between the Chandler Regional Hospital and Arizona State University. The service will operate on weekdays with hourly trips between 5:30 a.m. and 7:00 p.m.

The bus service identified above will be implemented on October 1, 1993 and operate through September 30, 1994. Specific objectives include:

- \* Provision of cost-effective bus service to parts of the east Valley with limited access to mass transit.
- \* Document the impact of specific ridership levels on an incremental basis between October 1, 1993 and September 30, 1994.
- \* Document the impact of measurable reductions in vehicular traffic directly related to utilization of this bus service.
- \* Document the impact of measurable reduction in pollutants directly related to the operation of this bus service.

Required products and associated deadlines are identified in the Work Plan included as Attachment B-4.

ATTACHMENT A-5

5. PHOENIX DIAL-A-RIDE AUTOMATIC VEHICLE LOCATION (AVL)

PROJECT WORKSCOPE

The contractor shall be responsible for the development, implementation and operation of the following service:

Install and make operational a state-of-the-art Automatic Vehicle Location (AVL) system that will provide the exact location of dial-a-ride vehicles in real time (within 500 feet of their actual location at any time). This is expected to bring the highest efficiency possible to demand response; thus increasing passengers served on the dial-a-ride system in Phoenix daily from 450 to 900.

The installation shall begin no earlier than October 1, 1993 and be implemented and made fully functional by September 30, 1994. Specific objectives include:

- \* Provision of a state-of-the art dial-a-ride AVL to increase demand response; and increasing the efficiency of the dial-a-ride system.
- \* Attainment of a 100% increase in daily ridership (from 450 to 900 passengers) on the dial-a-ride system within a year from when the AVL system becomes operational.
- \* Document the impact of measurable reductions in vehicular traffic directly related to utilization of the AVL system.
- \* Document the impact of measurable reduction in pollutants directly related to the operation of the AVL system.

Required products and associated deadlines are identified in the Work Plan included as Attachment B-5.

## ATTACHMENT A-5

### 5. PHOENIX DIAL-A-RIDE AUTOMATIC VEHICLE LOCATION (AVL)

#### PROJECT WORKSCOPE

The contractor shall be responsible for the development, implementation and operation of the following service:

Install and make operational a state-of-the-art Automatic Vehicle Location (AVL) system that will provide the exact location of dial-a-ride vehicles in real time (within 500 feet of their actual location at any time). This is expected to bring the highest efficiency possible to demand response; thus increasing passengers served on the dial-a-ride system in Phoenix daily from 450 to 675.

The installation shall begin no earlier than October 1, 1993 and be implemented and made fully functional by March 31, 1995. Specific objectives include:

- \* Provision of a state-of-the art dial-a-ride AVL to increase demand response; and increasing the efficiency of the dial-a-ride system.
- \* Attainment of a 50% increase in daily ridership (from 450 to 675 passengers) on the dial-a-ride system within a year from when the AVL system becomes operational.
- \* Document the impact of measurable reductions in vehicular traffic directly related to utilization of the AVL system.
- \* Document the impact of measurable reduction in pollutants directly related to the operation of the AVL system.

Required products and associated deadlines are identified in the Work Plan included as Attachment B-5.

ATTACHMENT A-6

6. PHOENIX TRANSIT PROMOTION FOR SENIOR CITIZENS

PROJECT WORKSCOPE

The contractor shall be responsible for the development, implementation and operation of the following service:

Develop education and marketing programs to encourage senior citizens (65 years and older) to ride the bus. The market area is central Phoenix bounded by 19th Avenue, 44th Street, Camelback Road, and McDowell Road. The promotion campaign is expected to increase ridership of senior citizens on the Phoenix Transit system by 2,300 per day.

The promotion campaign activities shall begin on October 1, 1993 and be completed no later than September 30, 1994. Specific objectives include:

- \* Provision of transit promotional activities to target a growing population group of senior citizens in central Phoenix.
- \* Attainment of an increase in daily ridership of senior citizens on the Phoenix Transit system by 2,300 passengers per day.
- \* Document the impact of measurable reductions in vehicular traffic directly related to the promotional activities.
- \* Document the impact of measurable reduction in pollutants directly related to the promotional activities.

Required products and associated deadlines are identified in the Work Plan included as Attachment B-6.